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ATTRACTIONS FINALLY POST ATTENDANCE INCREASE IN FOURTH QUARTER

During fourth quarter, 1979, visitor volume at the nation's parks and attractions registered the first increase posted for any quarter of the year. An overall three percent increase was reported by participants in the National Travel Barometer. Approximately 1,700 national parks, state facilities and private attractions participated during the fourth quarter (October-December), 1979 period, recording a total of over 110 million visits.

National parks showed the greatest attendance rise for the quarter, receiving 6.3 percent more visitors than one year earlier. GREAT LAKES COUNTRY recorded the strongest growth, with overall national park visitation up 44.3 percent. A substantial increase was also posted by GEORGE WASHINGTON COUNTRY (24.6 percent).

Private attractions experienced some growth this quarter, too - up 1.3 percent. This is a substantial improvement over the third quarter, 1979 attendance drop of 11.4 percent. MOUNTAIN WEST attractions posted a healthy 22 percent rise, followed by GREAT LAKES COUNTRY (9.8 percent). Severe declines were experienced by EASTERN GATEWAY, down 21.5 percent, and NEW ENGLAND, down 19.2 percent.

State facilities posted a decrease in overall fourth quarter attendance from year-earlier levels, dropping 3.7 percent. Leading the decline were attractions in EASTERN GATEWAY (-15.8 percent), and GEORGE WASHINGTON COUNTRY (-14.3 percent). These declines were offset by FAR WEST facilities, registering a 6.6 percent visitor volume increase.

Regionally, EASTERN GATEWAY, NEW ENGLAND and MOUNTAIN WEST posted overall declines from fourth quarter, 1978 attendance levels. Gains in attendance were experienced by GEORGE WASHINGTON COUNTRY (11.1 percent), FAR WEST (3.5 percent), GREAT LAKES COUNTRY (3.1 percent), and FRONTIER WEST (2.0 percent). See the table on the following page for fourth quarter, 1979/1978 percent change in visitor volume.

GAS SHORTAGE AND INFLATION DEPRESS 1979 TRAVEL INDUSTRY ECONOMIC PICTURE

U.S. travel industry receipts grew 12 percent during the second quarter of 1979, but real receipts (adjusted for inflation) were actually *down 3.3 percent* from second quarter, 1978 levels, according to the Data Center's QUARTERLY TRAVEL TRENDS series. Total transportation volume for travel away from home was far below its year-earlier level, with many potential auto travelers, discouraged by uncertain gasoline availability, *electing to cancel or curtail their trips rather than switch to other modes.*

The nation's travel industry fared worse in the third quarter of 1979. Petroleum-based price inflation and inadequate supplies of motor fuel produced a decline in travel

DATA CENTER GUIDE RELEASED

The Data Center has released its *1980 Program and Membership Guide*. The 20-page *Guide* discusses the organization's purpose, policy and objectives; current membership; 1980 research program; and custom research services. The *Guide* also outlines the new 1980 membership and subscription plans offered by the Data Center, the national association working to increase recognition of the economic importance of travel and tourism. The *1980 Program and Membership Guide* is sent to Data Center members, and is available to others free of charge.

TRAVEL PRICES POST RECORD MONTHLY INCREASE

The cost of travel in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI), rose 3.0 percent in January, 1980, *the largest increase in the 11 years on record*. For comparison, the Consumer Price Index (CPI) rose 1.4 percent on a seasonally unadjusted basis in January, up from the increase in December.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, stood at 263.9 in January (1967=100).

Gasoline dominated the travel price advance in January with an increase of 6.7 percent for the month, the largest increase since June, 1979. Lodging costs rose 3.3 percent in January, up from the gain one month earlier. Airline fares posted a 2.3 percent price advance, the lowest monthly increase since July, 1979. Other increases in January were recorded for taxicab fares and food away from home, up 1.9 percent and 1.1 percent, respectively. Incidentals indicated the smallest increase for the month at 0.3 percent.

The TPI has increased 23.7 percent since January, 1979 compared to a 13.9 percent advance in the CPI for the same period. Gasoline continued to lead all other components for the year with a *60.0 percent rise*. Airline fares and intercity train fares posted increases of 32.3 percent and 23.0 percent, respectively, for the year. Intercity bus fares, up 16.7 percent, and taxicab fares, up 16.5 percent, also indicated major advances for the year. Other increases were recorded for lodging while out of town (15.9 percent), food away from home (11.3 percent), and incidentals (7.3 percent). Entertainment services showed smallest increase for the year at 5.6 percent.

VISITOR VOLUME AT NATIONAL PARKS

Region	December, 1979 visits[1] (thousands)	Change from November, 1979 (percent)	Change from December, 1978 (percent)	1979-78 Year-to-date change (percent)
Eastern Gateway	348.1	-27.9	-48.5	-1.2
Far West	1,824.2	-14.4	3.7	0.0
Frontier West	798.2	-26.4	3.9	-7.5
G. Washington Country	4,920.1	5.6	31.9	1.0
Great Lakes Country	94.9	-26.4	-9.0	19.8
The Islands	444.2	-2.4	-6.4	1.1
Mountain West	437.7	-32.5	0.7	-16.3
New England	108.2	-61.6	-13.8	0.4
South	4,830.8	-8.7	-0.3	-2.7
TOTAL	13,886.4	-9.7	6.8	-2.5

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service

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volume, slower employment growth and an unfavorable profit picture. Travel prices for the July-September period soared *more than 13 percent* over the previous year, paced by gasoline prices, up nearly 30 percent. Inflation boosted the travel industry's dollar receipts considerably, masking an actual *six percent decline* in real receipts.

Foreign arrivals for the third quarter of 1979 continued to expand at a rapid rate. The first favorable overseas tourist balance in the postwar period was produced, with more than one-half million more visitors recorded than one year earlier. And despite generally unfavorable demand conditions, travel industry employment continued to outpace total U.S. employment for the third quarter.

These findings result from the Data Center's 1979 QUARTERLY TRAVEL TRENDS series. The *Second* and *Third Quarter Reports* are now available, summarizing travel industry receipts, profits, prices and employment; travel volume; petroleum supplies; attendance at U.S. parks and attractions; and travel to and from U.S. destinations. Each 30-page quarterly report is sent to Data Center members. Copies are available to others at $10 each, plus $2 shipping and handling (please enclose payment with order).

NATIONAL TRAVEL BAROMETER, FOURTH QUARTER, 1979

Region	National Parks	State Facilities	Private Attractions	All Facilities
Eastern Gateway	5.0 (19)[1]	-15.8 (1)	-21.5 (23)	-5.3 (43)
Far West	-1.0 (38)	6.6 (240)	5.2 (27)	3.5 (305)
Frontier West	3.8 (47)	1.8 (122)	-0.5 (41)	2.0 (210)
G. Washington Country	24.6 (48)	-14.3 (222)	-1.9 (44)	11.1 (314)
Great Lakes Country	44.3 (78)	-6.4 (206)	9.8 (39)	3.1 (263)
Mountain West	-5.2 (46)	-10.4 (59)	22.0 (27)	-3.2 (132)
New England	-1.3 (13)	-1.3 (75)	-19.2 (37)	-7.5 (125)
The South	-2.7 (53)	-6.9 (74)	1.7 (76)	-1.7 (203)
The Islands	-1.1 (8)	N/A	N/A	0.1 (8)
Overall	6.3 (290)	-3.7 (999)	1.3 (314)	2.2 (1603)

[1] The number of facilities reporting in each category is shown in parentheses.

NEW PUBLICATION

According to the new issue of *Worldwide Lodging Industry*, increased international and domestic travel, modest increases in capacity and higher rates combined to make 1978 a good year for the world's hotel industry. The publication is the ninth annual report on international hotel operations by Laventhol & Horwath, and provides a statistical analysis of all key operational areas of the hotel industry on a worldwide basis. The 105-page *Worldwide Lodging Industry 1979* is available free of charge from Laventhol & Horwath, 1845 Walnut Street, Philadelphia, PA 19103.

States comprising the DATA travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey, Pennsylvania. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, Virgin Islands.

CURRENT TRAVEL INDICATORS

	December, 1979	% Change from November, 1979	% Change from December, 1978	Year-to-date % Change 1979/1978
Establishment receipts or retail sales[1]				
Hotels, motels and other lodging places	$2,150 million	6.9	18.1	17.0
Amusement and recreation services	$2,260 million	-4.4	15.3	11.3
Eating and drinking places	$6,823 million	2.1	10.5	9.3
Gasoline service stations	$6,827 million	-0.8	29.0	20.8
Demand for commercial lodging				
Hotel/motel occupancy rate[2]	N/A	N/A	N/A	N/A
Real demand for commercial lodging[3]	$670.7 million	-1.1	-0.7	0.4
Highway traffic volume[4]				
Main rural road vehicle-miles	41.0 billion	-1.8	-2.	-2.1
Airline passenger traffic[5]				
Domestic revenue passenger-miles	15.8 billion	2.9	2.2	11.3
International revenue passenger-miles	4. billion	5.	5.7	20.7
Rail passenger traffic[6]				
Amtrak passenger-miles	320.0 million	0.1	-24.2	16.4
Bus passenger traffic[7]				
Intercity passenger-miles	1.29 billion	14.2	4.	3.8
Domestic demand for motor gasoline[8]				
Barrels per day	8,702 thousand	-0.8	-3.1	-4.7
Public use of National Parks[9]				
Visits	13,894,4	-4.1	-0.8	-0.6
Overnight stays	36,4	-14.2	10.3	-9.0
Foreign arrivals in U.S.[10]				
From overseas	N/A	N/A	N/A	N/A
From Mexico	N/A	N/A	N/A	N/A
From Canada	657,8	-0.3	2.8	-10.2
Citizen departures to Europe[11]	297,947	11.5	-1.1	1.3

[1]Preliminary; adjusted for seasonal variations and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol & Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; adjusted for changing speed limits. Source: Federal Highway Administration. [5]All U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [6]Source: National Railroad Passenger Corporation (Amtrak). [7]Class I regular route and charter service. Source: American Bus Association. [8]Preliminary; Source: U.S. Department of Energy. [9]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [10]Includes only those visitors from Mexico remaining in the U.S. 72 hours or more. Estimated by the U.S. Travel Service. [11]Estimated by U.S. Department of Transportation.

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